



The Truth About Negotiations (2nd Edition)

Leigh Thompson

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Learn to be a world-class negotiator: get what you want and need out of any negotiation! Here, top negotiations expert Leigh Thompson brings together 50+ proven negotiation principles and bite-size, easy-to-use techniques that work! Now fully updated, this edition contains brand-new “truths” for negotiating successfully across generations and cultures, negotiating in virtual environments, and more. Thompson provides realistic game plans that work in any negotiation situation and shows how to create win-win deals by leveraging carefully collected information. Thompson also helps you effectively lay claim to part of the win-win goldmine, and more. You’ll learn how to handle less-than-perfect situations, such as getting called on a bluff, establishing trust with someone you don’t trust, recognizing when to walk away, negotiating with people you don’t like — and conversely, negotiating with people you love. Thompson guides you every step of the way, helping you plan strategy, understand your “best alternative to a negotiated agreement,” make the first offer, control the process (and your emotions), resolve difficult disputes, and achieve the goals that matter most.

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